

<i>SERFF Tracking Number:</i>	<i>PHYS-126384082</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>44097</i>
<i>Company Tracking Number:</i>	<i>PM_HOME (1209)-PLIC</i>		
<i>TOI:</i>	<i>MS051 Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS051.001 Plan A</i>
	<i>Standard Plans</i>		
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PM_HOME (1209)/PM_HOME (1209)</i>		

Filing at a Glance

Company: Physicians Life Insurance Company

Product Name: Med Sup

SERFF Tr Num: PHYS-126384082 State: Arkansas

TOI: MS051 Individual Medicare Supplement -
Standard Plans

SERFF Status: Closed-Filed-
Closed

State Tr Num: 44097

Sub-TOI: MS051.001 Plan A

Co Tr Num: PM_HOME (1209)-
PLIC

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara
Magee-Garcia

Reviewer(s): Stephanie Fowler

Disposition Date: 12/14/2009

Date Submitted: 11/13/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: PM_HOME (1209)

Status of Filing in Domicile: Pending

Project Number: PM_HOME (1209)

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Filed with
Nebraska on 11-13-09.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 12/15/2009

Explanation for Other Group Market Type:

State Status Changed: 12/15/2009

Deemer Date:

Created By: Sara Magee-Garcia

Submitted By: Sara Magee-Garcia

Corresponding Filing Tracking Number:

PM_HOME (1209)

Filing Description:

RE: Medicare Supplement Insurance Advertisement

Home Page for Corporate Website: PM_HOME (1209)

Attached are copies of the above referenced material for your review and approval. This material will be used on our corporate website and could generate interest in one of the following Medicare Supplement policies/riders:

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Policies/Rider Medicare Plans Approval Dates

L260AR A 7-14-03
L261AR B 7-14-03
L265AR F 7-14-03
L266AR G 7-14-03
L267AR High Deductible F 10-01-08
LR143 High Deductible Premium Discount Rider 9-29-08

This home page is used in conjunction with our previously approved web pages. All variable information has been indicated with brackets. In the future if one of the bracketed portions of the web page becomes advertising material we would refile the home page for the appropriate products. The disclaimer in the bottom portion of the web page has been bracketed and will display the appropriate product lines that are offered by each underwriting company. For instance in 2010 our Medicare Supplement product line will display next to Physicians Mutual Insurance Company. Likewise the disclaimer, "Neither Physicians Life Insurance Company nor its agents..." , would also reflect "Neither Physicians Mutual Insurance Company nor its agents..." in 2010.

The rectangular section at the top of the page entitled "Insurance for all of us" is animated and will first display a set of pictures which then fades into the wording that is shown in the pdf for PM_HOME (1209). The supporting documentation tab shows an example of how the pictures appear on this section of the page.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You may also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting this material approved for use is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia,	sara.magee-garcia@physiciansmutual.com
2600 Dodge Street	800-228-9100 [Phone]
Omaha, NE 68131	402-633-1096 [FAX]

Filing Company Information

Physicians Life Insurance Company	CoCode: 72125	State of Domicile: Nebraska
2600 Dodge Street	Group Code: 367	Company Type:
Omaha, NE 68131	Group Name:	State ID Number:
(402) 633-1188 ext. [Phone]	FEIN Number: 47-0529583	

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Filing Fees

Fee Required?	Yes
Fee Amount:	\$40.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Life Insurance Company	\$40.00	11/13/2009	32026656

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/14/2009	12/15/2009

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Disposition

Disposition Date: 12/14/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Graphic Image		Yes
Form	PM_HOME (1209)		Yes

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Form Schedule

Lead Form Number: PM_HOME (1209)

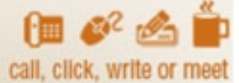
Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PM_HOME (1209)	Advertising	PM_HOME (1209)	Initial			PM_HOME (1209).pdf



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- annuities
- life insurance
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Insurance for all of us.™

At Physicians Mutual, we work hard for hardworking people. We believe in the power of plain speak. We strive to give you everything you need, and nothing you don't. Sound right? Maybe we should talk.

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highlights

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news & events

[08.25.2009]

Physicians Mutual® hosts Camp Fire kids for a day

[08.11.2009]

Physicians Mutual® Joins Effort to Protect Medigap

[08.10.2009]

Physicians Mutual® Recognized as a Top Life and Health Insurer

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Physicians Mutual Insurance Company • Physicians Life Insurance Company
2600 Dodge Street, Omaha, Nebraska 68131

Physicians Mutual Insurance Company offers reliable health insurance, long-term care insurance and dental insurance coverage while Physicians Life Insurance Company provides important life and medicare supplement insurance, as well as annuities. In CO: Our Medicare Supplement coverage is available for people under age 65.

Neither Physicians Life Insurance Company nor its agents are connected with or endorsed by the U.S. Government or the Federal Medicare Program.

Please note that our products are not available in all states.
This Web site is not intended for use outside the United States.

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item:	Graphic Image	
Comments:		
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Attachment:		
graphicalimage.pdf		



Insurance for all of us.™

That's Physicians Mutual. We work hard for hard working people. We believe in the power of plain speak. We strive to give you everything you need, and nothing you don't. Sound right? Maybe we should talk.

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